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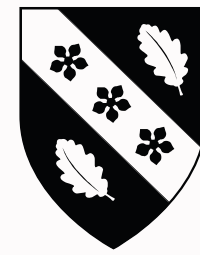
RESEARCH PRESENTATION

BMSW7004 Research Methods

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Date: 10.06.2025





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“Assessing the Effectiveness of Leadership Communication Strategies on Employee Performance and Engagement in Remote Work Environments”

-Leadership communication, employee performance, and engagement-

Introduction & Background

- Rapid growth of remote working post-COVID-19.
- Crucial role of leadership communication for remote team success.
- Main challenges: isolation, unclear communication, reduced motivation.

(McKinsey and Company , 2022)

(Contreras et al. , 2020)

(CIPD, 2023)



Research Aim

To evaluate how leadership communication strategies affect employee performance and engagement within remote work environments.



(Men et al., 2021)

(Bartsch et al. , 2021)

Research Objectives

01



To identify and analyse leadership communication strategies used remotely.

To examine relationships between these strategies and employee performance.



02

03



To explore how communication impacts employee engagement remotely.

To develop practical recommendations to enhance leadership communication effectiveness.



04

(Klonek et al. , 2022)

(Bartsch et al. , 2021)

(Osborne and Hammoud, 2023)

(Shokrollahi, 2023)

Literature Context (Key Theories & Gaps)

Key Theories:

- Leader-Member Exchange (LMX) Theory
- Transactional Model of Communication
- Social Exchange Theory

Research Gap:

- Limited empirical evidence on remote leadership communication effectiveness post-COVID-19

(Banks et al., 2022)

(Sivunen and Laitinen, 2023)

(Cropanzano et al., 2023)

(Antonacopoulou and Georgiadou, 2023)

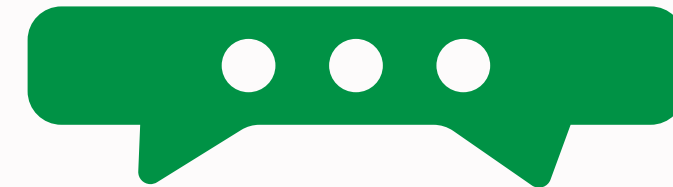
Methodology Overview

- Approach: Mixed Methods (Quantitative + Qualitative)
- Qualitative method: Semi-structured interviews (6-10 remote leaders)
- Quantitative method: Online surveys (50-100 remote workers)
- Data Analysis:
 - Interviews: Thematic analysis
 - Surveys: Statistical analysis (descriptive statistics, correlation analysis)

(Creswell and Creswell, 2023)

(Braun and Clarke, 2022)

(Saunders et al., 2023)



Sampling Approach

- Interviews: Purposeful sampling (leaders from diverse sectors)
- Surveys: Convenience sampling (via online professional networks, e.g., LinkedIn, Facebook groups, organisational contacts)

(Patton, 2022)

(Saunders et al., 2023)

(Tegan George, 2025)



ETHICAL CONSIDERATIONS

- Clear, informed consent from participants
- Data privacy, confidentiality, and anonymity are ensured
- The right to withdraw is explicitly communicated
- GDPR-compliant data handling

(Bell and Waters, 2022)

(Bryman and Bell, 2023)

(Saunders et al., 2023)

(ICO, 2023)



SIGNIFICANCE OF THE STUDY

Provides evidence-based insights into effective leadership communication strategies for remote work

Supports leaders in enhancing team productivity and engagement

Addresses critical organisational concerns for remote/hybrid working contexts



(Alward and Phelps, 2023)

(Osborne and Hammoud, 2023)

(Georgiadou and Antonacopoulou, 2023)

Project Timeline

Task	Timeline
Literature Review Completion	Week 1 (4th June 2025)
Questionnaire & Interview Design	Weeks 1 - 2
Ethical Approval & Participant Consent	Weeks 2 -3
Data Collection (Interviews & Surveys)	Week 3
Data Analysis (Qualitative & Quantitative)	Weeks 3 - 4
Initial Findings & Recommendations Draft	Week 4
Final Editing and Proposal Submission	Week 4 (4th July 2025)

(Bryman and Bell, 2023)

(Creswell and Creswell, 2023)

(Bell and Waters, 2022)

(Saunders et al., 2023)

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THANK YOU